

Toyota Corolla

The Toyota Corolla is most likely a car that either you, or someone you know, has owned in their lifetime. You don't have to look too far to find someone who drove it as a handed down car in high school; made it a first new car purchase, bought one as a retirement car, or simply wanted to conserve energy. Some people, through upgrades, will own one for life.

The very first models did not have a tremendous amount of horsepower under the hood, so at times you might have felt the need to use the *Fred Flintstone* maneuver to get it going uphill a little faster, but in the end, it always managed to get you where you were going.

In the late 1960s into the early 1970s, the timing of the Corolla's introduction to America could not have been better. With the oil crises at that time, compact cars were not only more energy efficient, they were very affordable. The workmanship was also a huge factor in the Toyota Corolla: it exceeded all expectations. By the year 2007, over 35 million Corollas had been sold, topping the sales of the VW Beetle. Historically, the Toyota Corolla, to date, has been the most popular car line ever sold.

The Corolla was the first car off Toyota's assembly line in America in 1984. The first models sported a 60 HP engine and manual transmission. The average price of a brand-new Toyota Corolla was approximately \$1,700 in the late 60s, early 70s. In the later 1970s, Toyota added an automatic transmission and upped the HP to 75, and from there, it just kept getting better.

Some might even go as far as to say the Corolla is responsible for the outstanding reputation that Toyota gained throughout the years. It was the first of its caliber and will live in the hearts of many for many generations.

References:

<http://www.edmunds.com/toyota/corolla/history.html>

<http://en.wikipedia.org/wiki/Toyota>

<http://www.toyoland.com/toyota/plants.html>